



THIRD-PARTY FUNDRAISING TOOLKIT

WWW.BUILDINGFAMILIESFORCHILDREN.ORG/TPF

THANK YOU

Thank you for your interest in learning more about hosting a third-party fundraiser for Building Families! These events not only help raise much needed funds to support the important work we do, they also help raise awareness and may even connect us with new volunteers and foster parents! No amount that you raise is too small; whether it's a neighborhood lemonade stand or a formal gala, any funds you raise will help at-risk children and families.



ABOUT BUILDING FAMILIES

Building Families for Children (BFC) was founded in 1920 to ensure that children were cared for in families, rather than in orphanages, where our founder Willoughby McCormick believed they were most likely to get the love and support they needed. Today we hold fast to that belief, and continue the work by mobilizing the community and providing trauma-informed care.

OUR MISSION

To share the love of Christ by helping Maryland's most vulnerable children thrive in families.

OUR VISION

A safe, nurturing family for every child. A supportive, thriving community for every family.

OUR SERVICES

Every child deserves a safe, nurturing family where they can grow and thrive. We make sure children are cared for in a family setting through our two key service areas: **Family Preservation** and **Treatment Foster Care**.

Our **Family Preservation Services**, *Safe Families for Children™ (SFFC)* and *Therapeutic Family Services*, are evidence-based, early interventions designed to strengthen families and keep them intact. *SFFC™* mobilizes a network of compassionate volunteers to wrap around families facing crisis. While some volunteers temporarily provide housing for kids, others step in to mentor parents and help them achieve their goals. These supportive relationships provide the safety net many vulnerable families need to keep children out of the foster care system and achieve long-term stability.

Through our *Therapeutic Family Services*, in-house therapists work with children of all ages and their caregivers to address emotional and behavioral difficulties resulting from trauma. We help families of all types (adoptive, foster, biological) to connect, heal, and thrive together! Services can be self-paid or billed to M.A. We also hold Therapeutic Day Camps and Parenting Workshops throughout the year.

Our **Treatment Foster Care** program, called **CHOSEN**, serves children after they've been removed from their home by a local Department of Social Services. Through our *CHOSEN program*, which stands for Children of Special and Exceptional Need, we provide family-based care for children in treatment foster care who, due to childhood trauma, require more than the basic care and support that regular foster care provides. By training certified foster parents to understand how trauma affects the brain, and equipping them with the tools and support they need, children who are the most likely to be placed in an institutional setting are able to grow and thrive in a family!



ABOUT THIRD-PARTY FUNDRAISERS

Third-party fundraising events are planned and executed by individuals, churches, businesses, or other groups. Proceeds benefit Building Families and may be designated to a specific program or project. This toolkit is intended to serve as a helpful guide as you plan and execute a successful fundraising event! We want to make it as easy as possible. Feel free to contact us if you have any questions.

WHAT WE CAN DO:

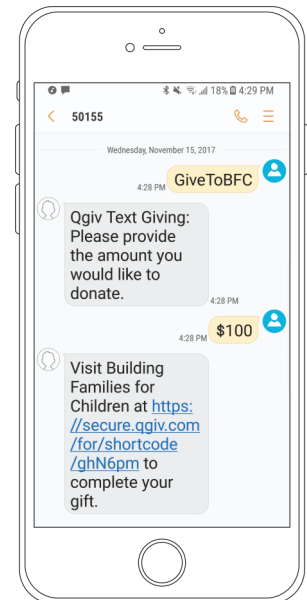
- Post your event on our online calendar and share it on our social media pages (if requested)
- Advertise your event in our monthly newsletter
- Provide informational materials (agency overview, program specific)
- Provide a letter of authorization to validate the authenticity of the event and its organizers
- Offer advice and expertise in event planning
- Provide and approve use of our “in support of” logo on materials related to your fundraiser
- Issue charitable tax receipts where applicable
- Provide a “text to give” option
- Create a custom online donation page for credit card processing

WHAT WE MAY BE ABLE TO DO:

- Send a representative to speak at your event
- Provide some volunteers

WHAT WE CAN'T DO:

- Underwrite any event costs
- Provide insurance or liability coverage
- Provide our tax exemption number
- Provide a mailing list of our donors, staff, or other constituents.



If you have any questions or special requests for support, please don't hesitate to contact us. We appreciate your efforts and we want to help make your fundraiser a success!

CONTACT INFORMATION

Catherine Fields, Public Relations and Marketing Manager
(410) 872-1050 Extension 1600
catherine@buildingfamiliesforchildren.org

STEPS TO A SUCCESSFUL EVENT

STEP 1: Choose Your Event Idea

Who do you want to invite to your event and what kind of event would excite them? What kind of event do you have the time, energy, and resources to plan? We have a long list of ideas for inspiration! (see page 6)

STEP 2: Pick a Day and Time

STEP 3: Connect with BFC and Submit Your Proposal

Get in touch so we can address all of your questions about hosting a fundraiser and provide the most recent information about our programs, current efforts, and goals! We'll get back to you on your proposal within 10 business days.

STEP 4: Prepare a Budget

Set a target fundraising goal, donors like to help meet goals! Determine what you are comfortable spending and carefully keep track of your expenses. Think about a strategy for raising funds. Will you sell tickets? Ask local businesses to sponsor the event? Hold an auction?

STEP 5: Create a Timeline

Create a detailed to-do list for planning a successful event and set target dates to make sure you're staying on track

STEP 6: Recruit Help

Planning an event can be a lot of work, and it's more fun with a team! Recruit some friends, family members, neighbors, coworkers, and/or others to help you plan. You'll also want some help on the day of the event.

STEP 7: Confirm Venue, Date, and other Vendors

It's important to reserve a venue and secure the proper insurance several months before your event. Consider asking the venue to cover the cost of the rental as an in-kind donation.



STEPS TO A SUCCESSFUL EVENT

STEP 8: Invite Guests and Plan Publicity Efforts

Make sure you get the word out so people know who the fundraiser is benefitting, how they can participate, and how they can invite others to be a part of it! You can send hard copy invitations, use an email invitation service, share about the event on social media, and use word of mouth! Submitting a press release to local news agencies is another great way draw attention to your event and raise awareness for Building Families.

STEP 9: Hold Your Event

Make sure you set aside some time to thank guests for participating and to share about the cause! If you'd like a representative from BFC to join you, let us know early on and if schedules allow we will be there with you. Don't forget to take photos! Guests will love seeing photos after the event and BFC would love to see and share them too!

STEP 10: Event Wrap-Up and Celebration

After the event, send a thank you letter/email to participants, sponsors, and volunteers who helped make the event a success. If you send us their emails/addresses, we're happy to send a Thank You on behalf of the organization too! It's also a good idea to share photos and some information about your fundraiser on social media afterwards—those who couldn't make it will still get to learn about the cause and may come next year if you make it an annual event. Finally, send photos, donations, and the Donor Collection Sheet to Building Families for Children within 30 days of the event. We hope you will stay connected, we would love to work with you again in the future. We are so thankful for the generosity and support of ambassadors like you!



IDEAS

There are many creative and fun ways for you to raise funds for Maryland's most vulnerable children and families. We hope these ideas inspire you!

Date Night Childcare: This event works best when hosted by a church or other group, but an individual with some volunteers can totally pull it off. Invite couples to drop off their kids and enjoy some precious alone time. Plan fun activities for the kids like games, crafts, and movies, and suggest that parents donate what they would have paid a babysitter.

Theme Party/Dinner: Sell tickets for a special party/dinner.

Movie Night: Sell tickets for a movie night at your home or church. Don't forget to provide popcorn and other yummy snacks!

Donations in Lieu of Gifts: This is a great way to turn a birthday or other celebration into a way to support the community. It also make it easy for guests who can donate rather than shopping for a gift.

Dress Down Day at Work: Let employees who donate come to work in casual apparel the next day.

Yard Sale: Get your neighbors and friends to contribute some items and then donate the proceeds.

Snack Bar at Work: Set up a snack bar and ask people to make a donation if they want anything. List a suggested donation on each snack/drink.

BINGO night: A classic fundraiser! Get some great prizes from local businesses (try to get them donated) and invite everyone you know to play! You can sell bingo cards and/or sell entry tickets.

Arts and Crafts Sale: Do you love to create jewelry, paintings, or other handmade goods? Donate a percentage of your sales to BFC, and make sure to let potential customers know that their purchase is supporting a great, local cause.

Brunch / Pancake Breakfast: Who doesn't love breakfast food? Hold a special pancake breakfast or brunch at your home or after church to raise money.

Pet Wash: A spin on the classic car wash! This is a fun way to get your friends and their beloved pets to join you in supporting local kids and families (and to get some CUTE pictures!)

Chores for Charity: If you can gather a group of people and/or businesses to donate their time and skills in exchange for donations, then you can hold a successful Chores for Charity fundraiser! Advertise your services and make sure to emphasize that all proceeds will be donated to a local organization!



IDEAS

Store Front Collections: Ask your local grocery store, retailer, or bank if you can spend a day asking patrons to support your efforts. They might even match the funds raised.

EBay: Just like the yard sale idea, but online! Building Families is registered with Ebay for Charity so it's easy to set up > <https://ebay.to/2n5fW64>

Company Grants: Find out if your company offers grants to employees who volunteer their time for charitable causes!

Brown Bag Lunch Day: Ask your coworkers to bring a lunch from home and donate the money they would have spent on eating out .

Fraternities and Sororities: Contact the national chapter of your college fraternity or sorority and ask them to make a donation and/or partner with you on an event.

Scrap Book Party: Gather scrapbooking supplies, create some samples, and sell tickets to friends who want to get together to create a beautiful book filled with memories from a recent vacation or important event.

MORE

- Flower Sale
- Tailgate Party
- Trivia Tournament
- Talent Show
- BBQ
- Concert
- Face Painting
- Percentage of the proceeds from sale of your products or services
- Wii Tournament

The possibilities are endless. Think about what you have the time and resources to plan, and what you and your potential guests will enjoy!



FREQUENTLY ASKED QUESTIONS

What is a third-party fundraiser? Third-party fundraising events are planned and executed independently of Building Families for Children by an individual or group. Proceeds benefit Building Families and may be designated to a specific program or project.

Why should I hold a fundraiser for Building Families? If you share our vision and are passionate about our mission, holding a fundraiser is a great way to help us raise the funds we need to continue the work! No amount is too small; every dollar that you raise will be used to support local children and families in need.

Can I designate the area I would like the funds to go? Yes, you can decide on a specific program or project that you'd like to designate funds to or you can allow us to use the funds wherever they are needed most.

Will Building Families help to cover the expenses incurred? BFC is unable to accept any financial responsibility or liability for your event.

Can you provide tax receipts for the people who contribute to my event? Tax receipts will be issued for donations of \$20 or more. We will issue receipts for smaller amounts, if requested. Receipting requires the amount, full name, contact information, and address of the donor. Donors will receive a receipt for the donation portion only; regulations only allow us to issue a receipt for the ticket or donation amount less the value received by the donor. This means the price of dinner or the golf game, for example, has to be subtracted. Please note that there are complex regulations around the distribution of charitable tax receipts. This includes donations of money, in-kind items, and donated services.

Can I use the BFC logo on my marketing materials for the event? Once your fundraiser is approved, we will provide you with a special BFC logo for use on your materials. We must review all materials before they are printed or distributed.

Will you send a representative to my event and/or provide volunteers? Whenever possible we will send someone from the organization to the event. We may be able to provide limited volunteer support, but we can't guarantee it.

Can you help market the event? We will gladly share your event with on our online calendar, on our Facebook page, and in our monthly newsletter, if requested.

How long will it take to get my fundraiser proposal approved? Proposals will be approved within 10 business days.

Can I pay myself back for expenses I've incurred? Building Families cannot reimburse you for any expenses, so as you collect money you will need to keep some funds on hand to help pay for your expenses. This amount should not exceed 25% of the gross revenue.

How do I send the proceeds of my event to Building Families for Children? Funds raised can be donated online or as a check made payable to Building Families for Children. Online: www.buildingfamiliesforchildren.org/thirdpartydonation \ Mail or in Person: 7161 Columbia Gateway Drive, Suite A, Columbia, MD 21046



PROMOTION

To make sure your event is successful, it's important to spread the word so others can get involved! A few ways you can use to spread the word are:

- Send a “save the date” and invitations to your event through the mail and encourage your guests to RSVP. If you're catering the event, set the RSVP deadline a week or so before you need to give final numbers to the catering company.
- Send out an evite (email invitation). If you want to invite a really large group, you may choose to mail hard copy invites to a select group and then send out an email invite to everyone else to save on postage. There are a number of great free email invite services, and it makes the RSVP process really easy for your guests! (www.evite.com is one option)
- Use social media. If you use Facebook, post about the event on your page and create an event page. You can keep the event private so only you can invite guests, or you can open it up and encourage people to share it with their friends and family! Create an event hashtag to use on Facebook and on Twitter (for example, #PartyWithAPurpose #BingoForBFC #FamiliesHelpingFamilies).
- Create flyers for community bulletin boards. Many local libraries, coffee shops, grocery stores, and other businesses have a place for people to post flyers. Take advantage of this to promote your event!
- Don't underestimate word of mouth promotion! As you interact with people, make sure you mention the event and have some invites on hand. Get some volunteers to do the same!
- Write and submit a press release to local media outlets.
- A lot of churches, businesses, neighborhood associations, and other groups send out email newsletters. Contact them about including your event in the next email blast!
- If you need volunteers for your event, consider using a service like Sign Up Genius (www.signupgenius.com) to list all available volunteer roles. It makes it easy for people to fill slots, and easy for you to keep track of your progress recruiting helpers.



SAMPLE SCHEDULE

The promotion schedule depends on the size and scope of your event, but here is a sample to get you started.

3 months out, send a “save the date” invitation (consider email invitations). Share your “save the date” on Facebook and create a Facebook event page.

1 month out send a hard copy invitation and a follow up with an email invitation. Ramp up your social media efforts and remind guests to RSVP.

2 weeks out, send reminder and continue social media efforts. Develop a social media plan for the day of. Who will take photos? Will do you a Facebook live stream at any point?

2-3 days send out final event logistics and other details to event attendees .

Event day, coordinate social media coverage on site.

1-3 days after the event, send thank you notes (mail or email), share photos from the event, and write a post about the event on social media.

REQUIREMENTS

Building Families for Children's good name and reputation in the community is priceless, so we need to ensure that any events or activities connected to the organization are not in conflict with the mission or vision, and meet the following requirements:

- Fundraising proposal must be submitted 30 days in advance (some exceptions may be made)
- To maintain brand integrity and consistency, all invitations, publicity and promotional materials for the proposed event must be approved by Building Families prior to being released (email catherine@buildingfamiliesforchildren.org, we will do our best to respond quickly!)
- Approved third-party fundraiser materials must specify that the event is "benefitting Building Families for Children" not "sponsored by" or other similar terminology.
- Organizers are responsible for paying all expense related to the event.
- Organizers will present the proceeds to Building Families for Children within 30 days of completion of the event.
- Organizer is responsible for meeting all local, state, and federal regulations and attaining the proper authorization(s), permit(s), license(s), and/or general liability insurance.
- If tax receipts are requested, organizer must collect names, addresses, and contact information for all donors and submit the Donor Collection Sheet within 30 days of the event.
- Taking commission, for any purpose, on funds raised as part of a third-party event is prohibited.
- Building Families must receive a complete accounting of all funds collected and expense related to the event. Approved fundraisers may not keep more than 25% of the total funds raised to reimburse themselves for fundraising expenses.



EVENT PROPOSAL FORM

This form provides us with a clear understanding of your event so we can support you and verify the legitimacy of your event if we receive inquiries. Building Families is accountable for fund-raising activities carried out in our name, so we need to make sure all fundraisers align with our mission and values.

ORGANIZER INFORMATION

First Name:	Last Name:		
Company/Church/Organization Name if Applicable:			
Address:	City:	State:	Zip:
Home or Office Phone:	Cell Phone:		
Email:	Website:		

FUNDRAISER INFORMATION

Name:	Type:
Date(s):	Time:
Location:	
Description:	
How can BFC support you? (providing informational materials, sending a representative, etc.)	
Do you want BFC to promote the event on the agency Facebook page and website?	

FUNDRAISING AND BUDGETING INFORMATION

Will Building Families be the sole beneficiary of the event?
If no, please list the other beneficiaries:
How many people do you expect to participate?
Briefly describe how funds will be raised (sponsors, ticket sales, auction, raffle, etc.):
Will your gift be designated to a specific program? If yes, which one?
What amount or percentage of the proceeds will be donated to Building Families?

SIGNATURES

I agree that it is important not to misrepresent Building Families for Children's name or logo, and will send all materials using the name and logo to Building Families for approval before publicizing them. By publically naming Building Families for Children as the beneficiary of my event, I agree to donate the agreed upon dollar amount or percentage within 30 days following the event. The information in this event proposal is accurate to the best of my knowledge.

ORGANIZER

Printed Name:

BFC REPRESENTATIVE

Printed Name:

Signature: _____ Date: _____

On behalf of the staff and Board of Trustees at Building Families for Children, thank you for reaching out to support our mission "to share the love of Christ by helping Maryland's most vulnerable children and families thrive." We cannot possibly do all that is needed in our community without support from compassionate and generous people like you!

QUESTIONS?

If you have *any* questions, please don't hesitate to contact Catherine Fields, our PR and Marketing Manager. You can email catherine@buildingfamiliesforchildren.org or call 410-872-1050, extension 1600.



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